

# Leaving the Store

Closing impressions



## Leaving the Store and Closing Impressions

### Leaving the Store

Not all of the participants in the research were filmed all the way through the tills, however some were (including one shopper who nearly drove off with his eye tracking glasses). The available footage shows several opportunities and risks even after the shopper has left the plant area. In this chapter we take a look at what these mean for garden retailers in terms of additional sales or subsequent customer satisfaction. It's based on footage from only a small number of shoppers and so should be treated with caution, but nonetheless it still contains useful food for thought.



### What the Shopper Research Showed



**Some main points that have come out of this and previous research are:**

1. Even near tills there are still opportunities for impulse sales of plants (and of course other items)
2. There is opportunity to use plants and displays on departure to create a positive and lasting impression of the shopping trip
3. There is an opportunity to help the customer get their plants home in the best possible shape, safeguarding customer satisfaction.

### 👁️ What the Shoppers Saw

#### Colour and Contrast

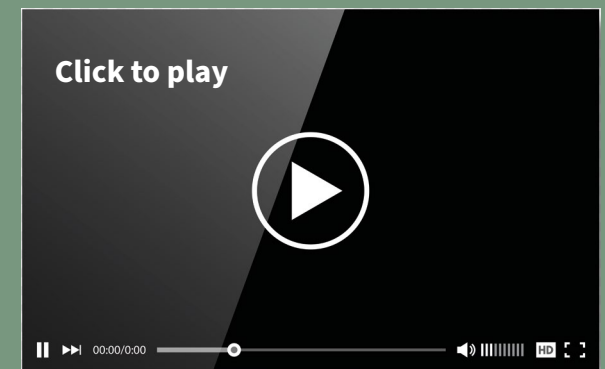
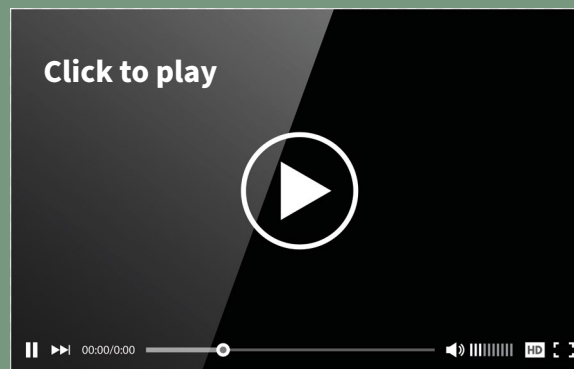
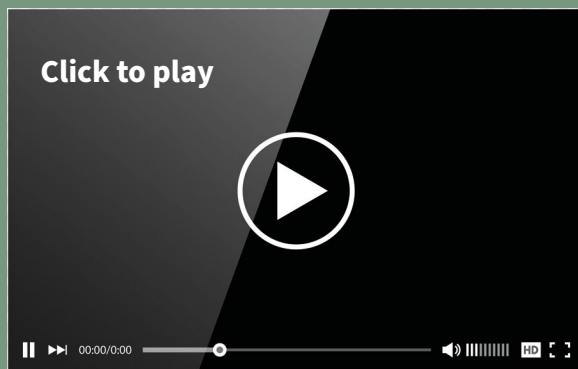
Approaching the tills these shoppers make an impulse purchase. When in the queue, the shoppers' eyes are drawn in by the colour contrasts of the plants. The multi-buy offer is used to help determine a quantity to purchase (the anchoring effect again). We can see baskets next to the bench to allow shoppers easily to 'close' the impulse purchase, even though putting out baskets near the end of the shop might seem counter intuitive (in fact its where baskets are most likely to be full). Note also how the shopper's eye is attracted by the red of the tomato feed and the eye-level special offer right at the till.

#### Impulse Purchases

In this second clip we see a similar process. When the shopper slows down approaching the queue the eyes look around and are drawn in by various colours, including the tomato feed and impatiens displays. The effect is spoiled slightly by the son's beeline for the sweeties, but it does underline just how big an opportunity there is for impulse sales of plants and related items around the tills.

#### Positioning is Key

We all know how plants can create joy. In this clip we see the shopper leave store and focus on the shrubs to his left, and then on the pink flowers and pots. In this example the impulse purchase opportunity driven by the pinks is missed as the shopper has already passed the checkout. The display is eye catching and creates a positive impression. But in this example the plants may have been better positioned on the way into the store where they would also have created a lasting first impression of the store as well as generating impulse purchase.

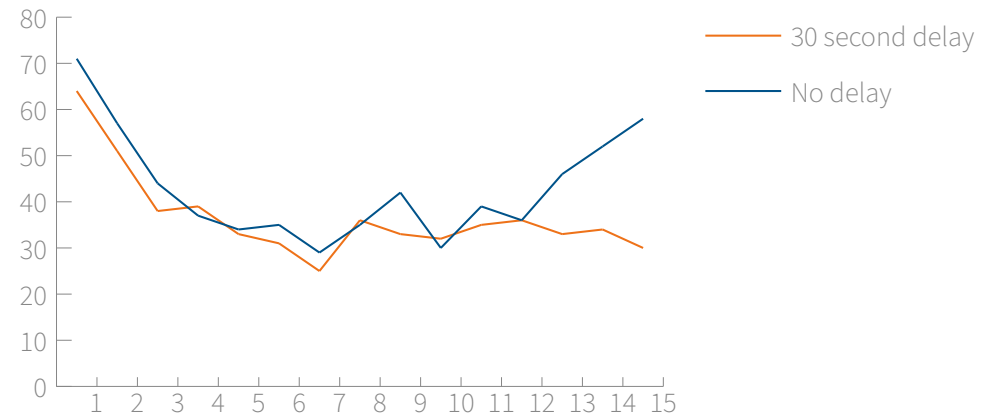


## 👁️ What the Shoppers Saw

### Serial Position Effect

This effect describes how first impressions last. The chart shows the extent to which people in an experiment recalled words in a list - the first word in a list to the left, later words to the right. The first words are most remembered both immediately and 30 seconds after reading the list. The last word is remembered more than others only straight after the list is shown. This means use of plant displays on entry to stores can create a lasting impression of the store as well as a (possibly short lived) final one.

Serial position curves for 0 and 30 second delays



Source: Murray Glanzer and Anita Cunitz (1966)

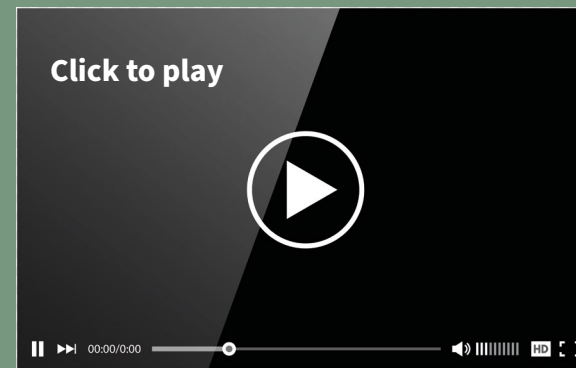
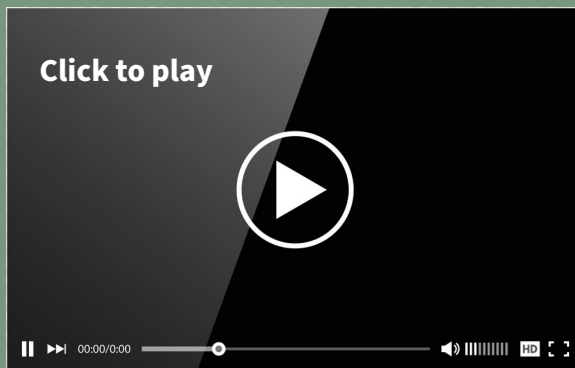
## 👁️ What the Shoppers Saw

### Carry Trays

By chance, this participant in the research nearly drove off with the eye tracking equipment (check out the researcher panicking right at the end!) However we can see how on leaving the store some shoppers struggle to transport delicate plants home in a way that minimises the risk of damage. In this example carry trays or recycled plant trays or boxes could have helped ensure customer success with the purchase, and made the process of loading the car much easier.

### Reducing Risk

In this example we see the shopper provided with boxing and containers to prevent the same problem. Compared with the other shopper this will reduce the risk of damage to the plants during transport. For elderly shoppers it will also reduce the amount of lifting stretching and bending involved in loading up their car with the plants.





## Possible Opportunities

### Impulse Purchases

The approach to tills gives opportunities for impulse purchase, whether of more plants or link sales items such as fertiliser or Containers. We saw shoppers very much in a mind set to make purchases right until the moment of payment.



### First and Last Impressions

Great plant displays have the potential to create strong and lasting first impressions on the way in to store. They set the tone can help to relax shoppers and increase their enjoyment of the store. They are also likely to pass the field of vision on departure, helping give a good final impression of the store.



### Carry Containers and Loading Cars

We saw one example of a shopper loading up their plants into the foot well of their car, doing their best to arrange the plants so they won't be damaged in transit. However carry trays or recycled boxes could have achieved this for them, minimising the risk of plants falling and being damaged on the way home. We can also note the amount of bending and lifting involved for elderly customers in loading their cars, and how this may be a barrier to purchase of heavier items such as growing media, and containers. Aiming to help shoppers with these issues could help to increase average transaction values and ensure they stay satisfied with their purchases and their shopping experience.